

1 Abstract of the Disclosure

2 A system and method for interactively affecting the course of a program or
3 programming content. Viewer purchase electronic tokens which can be used to vote on
4 the sequence of content in a broadcast whether it be audio, video or a combination
5 thereof. Users are periodically polled by a server to vote on the direction that a broadcast
6 is taking. The broadcast is then modified with real-time or stored content based upon the
7 polling results from the viewers. Thus communities of voters have a chance to vote on
8 the direction of content. The invention also allows sub-communities to be formed to pre-
9 vote on a broadcast so that the sub-community can possible vote as a bloc on the
10 direction and content of programming that is presented.

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